

Historic, Archive Document

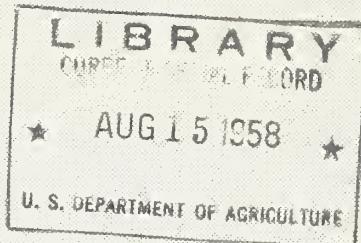
Do not assume content reflects current scientific knowledge, policies, or practices.

AUGUST 1958

1959

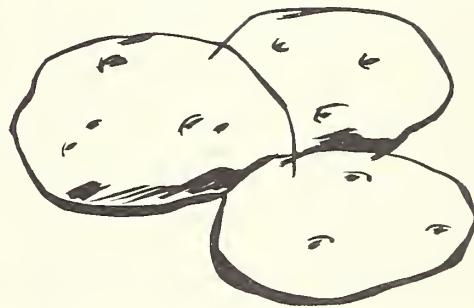
ACREAGE-MARKETING GUIDES

Reserve
A 281.3919
M 34



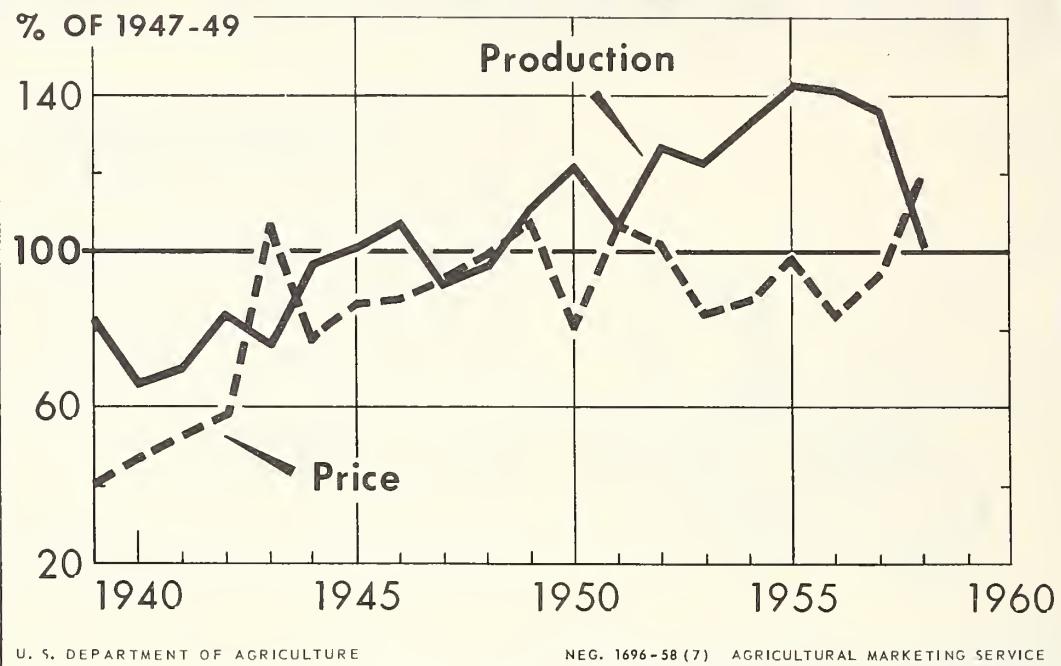
WINTER VEGETABLES

WINTER POTATOES



Agricultural Marketing Service AMG-6
UNITED STATES DEPARTMENT OF AGRICULTURE
Washington, D. C.

WINTER COMMERCIAL VEGETABLES FOR FRESH MARKET



Production of vegetables in the 1958 winter season was about 35 percent less than in 1957 and about equal to the 1947-49 average. The sharp decline resulted from the extremely adverse weather experienced throughout the season in Florida. Successive cold waves and unusually heavy rains caused extensive crop losses in that state. Many acres were a complete loss and yields and quality were sharply lowered on the remaining acreage. Prices were high for the limited supplies of good quality vegetables. Texas growers also experienced some production difficulties. Irrigation water was short early in the season and plantings were restricted. In January, some losses occurred from flooding. Growers in California generally had favorable conditions, although excessive rains damaged a few crops in the coastal areas. Prices generally were high and, in the aggregate, were 119 percent of the 1947-49 average prices for winter vegetables compared with 92 percent in 1957.

CONTENTS

	<u>Page</u>
Summary of Adjustments	1
Demand for Winter Vegetables in 1959	3
Production and Marketing Materials and Facilities	3
Surplus Removal Operations	4
Foreign Winter Vegetable Prospects	4
Canned and Frozen Vegetables	6
Acreage-Marketing Guides	
Summaries - Acreage	8
- Production	9
Commodity Tables and Statements	10-26

F O R E W O R D

The acreage-marketing guides program for vegetables, including potatoes, is directed toward balancing the supply of each vegetable with market requirements. The objective of the program is to provide the best possible estimates of the acreage of particular vegetables required, with average yields, to supply the quantity of these vegetables deemed necessary to meet the market need anticipated for the coming season.

The guide reports are prepared by specialists who follow the markets for the various commodities closely throughout the year and develop a record of happenings in the various markets, with explanations for unusual occurrences. On the basis of the latest and best available information, specific recommendations are developed for each commodity and a brief report is prepared explaining the reasons for each recommendation. Recognition is given to trends, both in recent years and for long time periods. Also, any abnormalities of preceding seasons are considered carefully. However, the recommendations are based upon the assumption that average conditions will prevail in the following season. The recommendation for each commodity is presented in terms of a percentage change from the acreage and production for preceding years, so as to permit each individual grower to apply this percentage-change recommendation to his individual operations. The recommendations are reviewed before publication by representatives of various agencies of the Department of Agriculture.

The grower is provided not only with the Department's recommendation, but also with the latest possible information upon which the recommendation is based. The information is presented to the grower in sufficient time for him to consider the facts as he develops his plans for the forthcoming season. The fundamental concept behind the guide program is that, given the best information possible, the grower will make intelligent decisions for his and the industry's best interest. Compliance with the guides on the part of growers is voluntary. When growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.

1959 Acreage-Marketing Guides
Winter Vegetables and Winter Potatoes

The primary purpose of acreage-marketing guides is to bring about a needed change in planted acreage from that of the preceding year so that the resulting production will be in line with market requirements. Each individual grower should adjust his own acreage in accordance with the individual commodity guides. For example, when it is recommended that the 1959 acreage of cabbage be reduced 5 percent from the acreage planted in 1958, every grower of winter season cabbage should decrease his plantings by 5 percent.

I. SUMMARY OF ADJUSTMENTS

Winter Vegetables: The aggregate acreage guide for 16 winter vegetables in 1959 is a planted acreage 2 percent less than in 1958 and 6 percent less than in 1957. With normal abandonment and average yields, this acreage will result in a 1959 production 10 percent more than in 1958 and 2 percent more than in 1957.

The recommended acreage adjustments necessarily assume normal weather conditions, usual planting schedules, and normal marketing patterns by commodities. The recommendations also assume average yields in recent years will be obtained. With these conditions, the production from the guide acreages would provide adequate supplies for all normal outlets under prospective demand conditions.

Total planted acreage of these 16 winter vegetables for fresh market in 1958 was about 5 percent less than in 1957. The extremely adverse weather in Florida during most of the winter resulted in extensive acreage losses, and reduced yields and quality sharply. As a result, the total production was 8 percent less than in 1957 and 13 percent less than the 1952-56 average. In the aggregate, prices were considerably above 1957 and were the highest of record. In 1958, prices averaged 118.6 percent of the 1947-49 average prices for winter vegetables compared with 92.1 percent in 1957.

The 1958 winter growing season in Florida was one of the most unfavorable ever experienced. Repeated cold spells throughout the season resulted in heavy damage to all vegetable crops. Unusually heavy rains in late December and early January contributed to the crop losses. Supplies of all commodities were limited and sold at very high prices. However, very few growers in Florida experienced a profitable season because of the lack of an adequate volume of marketable supplies. Growing conditions in other major producing areas also were unfavorable on occasion during the season. Prospects of water shortages restricted plantings of vegetables for early winter harvest in the Lower Valley of Texas. Later in the season, floods resulted in minor losses. Excessive rains in coastal areas of California resulted in damage to such crops as spinach, broccoli and cauliflower. Season average prices in 1958 were above 1957 levels for all vegetables except lima beans,

shallots and lettuce. The lower prices for lima beans and shallots reflected very low quality, while the lower price for lettuce was caused by an excessive production, a substantial overlap of harvests between areas early in the marketing season and quality problems in mid-season.

Winter Potatoes: The 1959 acreage guide for winter potatoes is a planted acreage 10 percent less than in 1958. This acreage, with normal abandonment and average yields, will result in a total production 16 percent larger than in 1958 but 18 percent less than in 1957. The 1958 winter crop in Florida was only about one-third as large as in 1957. Acreage was reduced sharply and weather losses were heavy. Prices received by Florida growers were more than double the very low level in 1957. The California crop was slightly larger than in 1957 and sold at prices about equal to 1957.

Specific planted acreage guide recommendations for 1959 winter vegetables are as follows:

Commodity	: Percentage change in 1959 planted acreage compared with 1958 (percent)
Snap Beans	Plus 10
Beets	No change
Broccoli	No change
Cabbage	Minus 5
Carrots	1/
Cauliflower	Plus 20
Celery	2/
Corn, Sweet	Plus 10
Cucumbers	Plus 10
Escarole	Minus 15
Kale	No change
Lettuce	3/
Green Peppers	Minus 15
Shallots	No change
Spinach	No change
Tomatoes	Minus 5
Potatoes	Minus 10

- 1/ Carrots: planted acreage in Texas 10 percent more than in 1958 and equal to 1958 in California and Arizona.
2/ Celery: Planted acreage 15 percent less than in 1958 in California and Florida and equal to 1958 in Arizona.
3/ Lettuce: Planted acreage 10 percent below 1958 in California and equal to 1958 in all other states.

II. DEMAND FOR WINTER VEGETABLES IN 1959

Farmers can look forward to a high level of demand for winter vegetables in 1959. Consumer expenditures for winter vegetables were maintained in 1958, despite a small reduction in consumer incomes. Prospects for a rise in economic activity in the closing months of this year point to a pickup in employment and consumer incomes next winter from the reduced levels in the spring of 1958.

Although there have been substantial cutbacks since August, 1957 in gross national product and industrial output, as well as a rise in the number unemployed, the flow of income to consumers declined only a little and by mid-year was back to the peak rate reached in 1957. Rising unemployment compensation payments offset much of the decline in wage and salary payments. At the low point in February, consumer incomes were down a little less than 2 percent from the peak annual rate last August. Declining economic activity in recent months has been due largely to reduced demand for capital goods and for consumer durable goods, particularly automobiles.

During the second quarter of 1958, some improvement was reported in industrial output, new home construction, employment and consumer incomes. Retail sales were well maintained and inventory liquidation continued rapid. Capital spending by businessmen, which has been declining in the last three quarters, is expected to drop further in coming months and through the winter of 1959. Investment spending scheduled by businessmen for 1958 as a whole totals 17 percent smaller than in 1957. This reduction reflects the build up in industrial plant in recent years as well as current excess production capacity. However, an expansion in construction activity and in Government expenditures for goods and services is in prospect. If final demands on the economy are maintained as expected, the rate of inventory liquidation will lessen in coming months and lead to a rise in production and employment.

With consumer income well maintained, consumer purchases of goods and services have changed little in recent months and expenditures for food are running well above a year ago. Prospective trends in expenditures by businessmen, consumers and the Government suggest that consumer incomes will rise further and the demand for food in general will be strong in the winter of 1959.

III. PRODUCTION AND MARKETING MATERIALS AND FACILITIES

Ample equipment, materials and facilities should be available next winter for the production, packaging and distribution of vegetables. Production of farm machinery and equipment was increased during 1958 in response to demand. There is, however, adequate reserve manufacturing capacity to take care of any additional needs for the winter vegetable crops. Raw materials are readily available and the labor supply for manufacturing equipment is stable at the present time. All production supplies, such as fuels, trucks, implements, implement and truck tires are in plentiful supply and are expected to be adequate for the coming vegetable season.

Supplies of fertilizer materials are expected to be ample during the first quarter of 1959 with demand continuing to increase for higher analysis products and for the more economical forms, especially of nitrogen. The supply of insecticides, fungicides and weed killers is expected generally to be ample. Demand for older materials (those in commercial use for several seasons or more) should be met with relative ease. Pesticides developed more recently to compete with older ones or to meet special needs are those most likely to be in short supply.

Manpower: The over-all supply of farm manpower in 1959 should continue to be reasonably adequate unless there is a rapid pick-up in industrial activities. Farm employers, especially those using many seasonal workers, will be encouraged to exert extra effort to recruit and employ domestic workers. Planning for the recruitment of needed labor should be done in close cooperation with local Employment Service offices. These offices have knowledge of pools of available labor. Workers from foreign sources will continue to be available for seasonal farm work if needs cannot be met from domestic sources. The supply of experienced year-round farm workers is expected to continue tight. Continuing attention to adequate housing, continuity of employment and other incentives make it possible to attract and hold qualified domestic workers in the farm work force.

Transportation: Facilities should be ample for transporting the production from the recommended acreage of 1959 winter season fresh vegetables. If weather conditions permit normal patterns of production and loading in 1959, the supply of railroad cars should be adequate. Any shortages should be temporary. The Association of American Railroads and the car lines continue to watch the distribution of refrigeration cars closely, so as to maintain adequate rolling stock in the various shipping areas.

The supply of trucks and trailers will be ample, and supplies of parts, tires, and other accessories should be adequate.

IV. SURPLUS REMOVAL: It is the policy of the U. S. Department of Agriculture to limit surplus removal assistance for potatoes and other vegetables to those areas where there has been substantial compliance with the Department's acreage-marketing guides. However, compliance with the guides program does not commit the Department to provide assistance for any commodity or area. By providing growers with the necessary information, the Department expects that acreage can be adjusted so as to bring supplies in balance with demand and avoid marketing difficulties. Before planting time, growers should take precautionary measures to assure themselves of available market outlets.

V. FOREIGN WINTER VEGETABLE PROSPECTS

Exports: There has been an upward trend in exports of winter vegetables for several seasons. In the 1957-58 winter season exports from the United States of 7 major vegetables amounted to 2,676,700 hundredweight, compared with 2,453,100 hundredweight in 1956-57.

Winter vegetable exports are expected to increase again in 1959, provided Canada, our principal market, does not impose higher duties or other restrictive measures.

WINTER VEGETABLES: Exports from the United States by Months, 1957-58

Commodity	1957		1958			Total 6 months		
	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	1957-58:1956-57	
----- 1,000 cwt.-----								
Lettuce	141.9	146.5	149.6	139.8	152.7	186.3	916.8	772.2
Celery	78.4	127.1	105.0	86.3	99.6	86.0	582.4	575.2
Carrots	14.3	27.6	40.0	112.6	113.9	164.9	473.3	320.7
Cabbage	4.7	40.1	71.7	56.2	179.3	116.0	468.0	398.9
Peppers	13.3	5.0	3.4	1.7	1.8	2.0	27.2	37.5
Tomatoes	88.7	62.1	13.8	5.5	2.7	2.2	175.0	282.3
Beans, green	12.5	11.7	.4	.3	.3	8.8	34.0	66.3

Compiled from records of the Bureau of the Census.

Imports: The 1957-58 season showed another increase for U. S. winter vegetable imports. Higher prices on the U. S. domestic market caused by the low production in Texas and Florida, plus a favorable growing season in Mexico and Cuba, resulted in larger shipments from these latter areas. U. S. market prices determine, for the most part, the amount of produce sold by Cuba and Mexico. Higher prices also encourage lower grades to be exported.

The acreage of winter vegetables (particularly tomatoes) in both Cuba and Mexico is expected to increase in the 1958-59 season. Mexican winter vegetable production along the west coast has been increasing following several poor growing seasons. Shipments of vine-ripened tomatoes by motor trucks have increased sharply on the west coast of Mexico in the past two seasons. This sharp upward trend in the production of vine-ripened tomatoes is expected to continue. A portion of this increase may be offset by decreases in ground tomato production.

WINTER VEGETABLES: Imports into the United States by months,
from Cuba and Mexico 1957-58

Commodity and Country of Origin :	1957 Nov.	1957 Dec.	1958 Jan.	1958 Feb.	1958 Mar.	Total 5 months 1957-58	Total 5 months 1956-57
	1,000 cwt.						
<u>Peppers</u>							
Cuba	0	1/	1.8	1.0	2.6	5.4	.2
Mexico	1.1	11.7	27.2	34.9	42.4	117.3	80.4
<u>Eggplant</u>							
Cuba	0	.2	1.6	3.3	6.4	11.5	13.0
Mexico	0	.8	2.7	4.0	2.8	10.3	4.6
<u>Tomatoes</u>							
Cuba	1.2	16.4	61.9	109.9	132.9	322.3	155.9
Mexico	8.4	104.8	326.9	470.4	639.2	1,549.7	867.4
<u>Cucumbers</u>							
Cuba	.4	41.6	116.8	103.9	57.1	319.8	374.3
Mexico	0	2.1	5.3	6.4	5.0	18.8	13.2
<u>Cantaloups</u>							
Cuba	0	0	0	0	0	0	3.5
Mexico	0	.8	8.6	12.7	14.1	36.2	193.1
<u>Watermelons</u>							
Cuba	0	0	.6	0	0	.6	.8
Mexico	.2	.3	1.1	4.7	3.9	10.2	49.3

1/ Less than 5,000 pounds.

Compiled from records of the Bureau of the Census.

VI. CANNED AND FROZEN VEGETABLES

Supplies of practically all canned and frozen vegetables were heavy during the 1958 winter season. Disappearance rates were high for all commodities. The movement of frozen vegetables was of record proportions, reflecting relatively low prices and, to a substantial degree, the unusually light supplies of many fresh vegetables.

Preliminary acreage and production data for vegetables for processing in 1958 indicate that packs of all vegetables (except snap beans, tomatoes and tomato products) will be at least moderately smaller than in 1957. The anticipated reduced packs should be partially offset by heavier carryovers.

However, total supplies of most canned vegetables in 1959 should be smaller than in the winter of 1958. Although reductions in total supplies are anticipated for most frozen vegetables, the reductions probably will be of a lesser degree than for canned vegetables. In spite of possible reductions, supplies of both canned and frozen vegetables will be ample during the 1959 season and will compete strongly with the fresh products.

The following table shows the January 1 stocks position of selected canned and frozen vegetables and the apparent disappearance during the January-March period for the last three years:

SUPPLY AND MOVEMENT OF SELECTED CANNED AND FROZEN
VEGETABLES, WINTER SEASON 1956-57-58

Commodity	Total Supply January 1			Disappearance Jan. 1 - Mar. 31		
	: 1956	: 1957	: 1958	: 1956	: 1957	: 1958
	(million cases basis 24/2's)			(million cases basis 24/2's)		
<u>Canned Vegetables</u> 1/						
Lima Beans	2/ 3.0	2/ 3.2	2/ 2.6	3/ .7	3/ .8	2/ .8
Snap Beans	18.1	17.1	19.4	3/ 6.9	3/ 6.7	7.5
Beets	5.7	7.1	7.7	3/ 1.6	3/ 1.6	2/ 2.0
Carrots	1.8	2.4	2/ 2.4	3/ .5	3/ .4	2/ .4
Corn, Sweet	20.7	25.7	26.2	8.6	8.9	9.3
Peas, Green	16.1	17.1	22.9	7.5	7.0	7.5
Spinach	2.1	2/ 2.8	4.0	4/ .2	4/ .5	4/ 1.6
Tomatoes	15.1	19.5	15.1	5.7	6.3	6.5
<u>Frozen Vegetables</u>						
	Million Pounds			Million Pounds		
Lima Beans	98.3	108.2	109.2	32.7	30.8	33.2
Snap Beans	81.1	86.2	86.0	35.0	37.0	40.7
Corn, Sweet	65.7	82.5	92.4	26.2	31.6	36.5
Peas, Green	124.6	219.1	234.9	67.3	80.7	85.5
Spinach	32.8	35.7	39.7	4/ 9.4	4/ 9.1	4/ 14.9

1/ Total supply includes canners' and distributors' stocks.

2/ Estimate

3/ Interpolation

4/ January 1 to March 1.

National Canners Association, National Association of Frozen Food Packers, Census Bureau, and AMS, USDA.

Winter Vegetables: 1959 Planted Acreage Guides With Comparisons

Commodity	Planted Acreage			Percent Acreage Guide is of		
	1959 Guide	1958 Prel.	1957 Average	1947-51 Average	1958 Prel.	1952-56 Average
Beans, Snap	23,100	21,000	23,200	26,120	36,960	110
Beets	2,500	2,500	2,000	3,380	6,200	100
Broccoli	3,100	3,100	3,250	5,202	6,680	100
Cabbage	37,400	39,400	33,400	41,420	53,760	95
Carrots	29,100	27,050	30,600	37,410	42,840	108
Cauliflower	5,900	4,900	8,020	5,128	3,860	120
Celery	10,300	12,000	10,390	10,106	10,044	86
Corn, Sweet	12,100	11,000	14,600	9,520	1/	110
Cucumbers	3,000	2,700	3,300	2,700	2,200	111
Escarole	5,800	6,800	6,700	5,140	3,870	85
Kale	2,500	2,500	2,600	2,740	2,740	100
Lettuce	62,300	66,300	68,400	64,600	59,780	94
Peppers, Green	5,500	6,500	7,000	4,520	3,440	85
Shallots	2,300	2,300	3,700	4,020	2,820	100
Spinach	14,200	14,250	13,250	17,770	39,430	100
Tomatoes	21,400	22,500	25,400	17,260	13,800	95
Total	240,500	244,800	255,810	257,036	2/ 288,424	98
					2/ 94	94
					2/ 79	

1/ Not available.
2/ Sweet Corn not included.

Winter Vegetables: 1959 Production With Comparisons

Commodity	Production 2/			Probable Production from Acreage Guide as Percent of		
	1959 1/ Guide	1958 Prel.	1957 tons	1947-51 Average	1958 Prel.	1957 : Average Percent
Beans, Snap	37,200	5,100	31,000	41,000	42,800	729 : 1947-51
Beets	10,250	10,000	8,500	13,850	19,950	102 : 1952-56
Broccoli	7,150	6,050	7,150	12,000	13,350	118 : 1957
Cabbage	292,050	308,050	239,300	329,900	352,200	95 : 1958
Carrots	206,800	237,350	216,750	244,900	255,450	87 : 1957
Cauliflower	27,750	18,900	35,850	25,250	17,950	95 : Average
Celery	228,650	243,000	222,100	227,800	175,250	94 : 1957
Corn, Sweet	34,050	4,700	44,200	27,850	3/ 724	77 : 1958
Cucumbers	9,300	0	11,050	6,600	5,000	- : 1957
Escarole	32,500	30,250	31,350	29,400	19,800	107 : 1957
Kale	9,000	8,100	8,850	9,900	9,800	111 : 1957
Lettuce	441,850	427,400	437,850	452,100	355,850	103 : 1957
Peppers, Green	26,600	7,000	27,600	22,300	16,300	380 : 1957
Shallots	3,200	2,300	2,900	5,650	3,500	139 : 1957
Spinach	34,100	36,150	33,550	35,550	46,950	94 : 1957
Tomatoes	118,950	32,600	132,800	97,300	50,900	365 : 1957
Total	1,518,400	1,376,950	1,490,800	1,581,350	4/ 1,385,050	110 : 1957

1/ Computed: Acreage guides for 1959 winter vegetables times average yield.

2/ Includes some quantities not marketed (See individual statements for particulars).

3/ Not available

4/ Sweet Corn not included.

1959 Acreage-Marketing Guides
Winter Vegetables

Snap Beans

(Florida)

Year	Acreage (acres)	Planted:For Harvest: (cwt.)	Yield : Per Acre (1,000 cwt.)	Production: (\$ per cwt.)	Price : (\$1,000 cwt.)

1959 Acreage Guide and

Probable Production

(planted acreage 10 percent
more than in 1958) 23,100

1/ 35 744

Background Statistics

1958 Prel.	21,000	8,500	12	102	18.60	1,897
1957	23,200	18,800	33	620	11.30	7,006
1952-56 Average	26,120	24,480	34	2/ 820	9.69	7,839
1947-51 "	36,960	30,760	28	2/ 856	9.10	7,228

1/ 1953-57 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 103 in 1947, 112 in 1948, 95 in 1951 and 37 in 1955.

Comparisons and Comments: Plantings of snap beans for winter harvest were reduced by cool weather and heavy rains early in the season. The planted acreage was 9 percent less than in 1957. Cold, wet weather during January and the heavy freeze of February 4-5 were particularly damaging to the crop. Abandonment was unusually high (60 percent) and the acreage for harvest was one-third the 1952-56 average. Yields were sharply reduced and production was only 12 percent of the 1952-56 average. After the freeze in December, prices advanced steadily for light supplies of poor-fair quality beans. Prices for the limited supplies remained at high levels during January and February. Rains interrupted harvesting during March, and shipments continued much less than last year until mid-April. The season average price was much higher than in 1957 and the 1952-56 average but total returns were substantially less than average. Disappearance from the record large supply of canned and frozen beans was above average. Present estimates for 1958 indicate a slightly larger frozen pack, and a canned pack about the same as in 1957. Total supplies of processed beans in 1959 will at least equal those in 1958.

1959 Guide: The 1959 guide is a planted acreage 10 percent more than in 1958. With a normal abandonment of 8 percent and a 1953-57 average yield, this acreage would result in a production 20 percent larger than in 1957 but 9 percent less than the 1952-56 average.

1959 Acreage-Marketing Guides
Winter Vegetables

Beets

(Texas)

Year	Acreage	Yield			
	: Planted: For Harvest:	Per Acre	: Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1959 Acreage Guide and

Probable Production

(planted acreage

equal to 1958) 2,500

1/ 82

205

Background Statistics

1958 Prel.	2,500	2,500	80	200	1.90	380
1957	2,000	2,000	85	170	1.40	238
1952-56 Average	3,380	3,380	82	277	1.55	396
1947-51 "	6,200	5,760	68	2/ 399	1.44	525

1/ 1952-56 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 37 in 1950, 50 in 1953, 32 in 1954 and 16 in 1955.

Comparisons and Comments: The planted acreage in Texas in 1958 was 25 percent larger than in 1957 when drought in the Lower Valley restricted plantings. The crop suffered some damage from rains and floods during January but growing conditions generally were favorable during the remainder of the season. Production was 18 percent more than the record small 1957 crop but 28 percent smaller than the 1952-56 average. Shipments were relatively light from December through February, then increased rapidly in March. The peak movement occurred during the last half of March, with light shipments continuing until early June. Prices were fairly high through early March, then declined to moderate levels as supplies increased. The season average price was above 1957 and above average. The reduced supplies of fresh vegetables in total and the general high level of prices contributed to the favorable prices for beets in 1958. Fresh beets are faced with strong and increasing competition from canned beets. Supplies of canned beets are expected to be smaller in 1959 than the excessive supplies in 1958, but probably they will be adequate to satisfy market requirements at moderate prices. In 1959, growers should be able to market profitably a crop about as large as in 1958.

1959 Guide: The 1959 guide is a planted acreage equal to 1958. Such an acreage, with no abandonment and a 1952-56 average yield will result in a production 2 percent more than in 1958 but 26 percent less than the 1952-56 average.

1959 Acreage-Marketing Guides
Winter Vegetables

Broccoli

(Arizona, South Carolina and Texas)

Year	Acreage Planted: (acres)	Yield For Harvest: (cwt.)	Production Per Acre (1,000 cwt.)	Price (\$ per cwt.)	Value (\$1,000 cwt.)
------	--------------------------------	---------------------------------	--	---------------------------	----------------------------

1959 Acreage Guide and

Probable Production

(planted acreage

equal to 1958) 3,100

1/ 46

143

Background Statistics

1958 Prel.	3,100	2,750	44	121	10.26	1,242
1957	3,250	3,250	44	143	8.93	1,277
1952-56 Average	5,202	5,122	47	240	9.18	2,208
1947-51 "	2/ 6,680	6,580	41	267	9.59	2,547

1/ 1953-57 average yield.

2/ Arizona only prior to 1949.

Comparisons and Comments: Trending downward since 1950, the planted acreage of winter broccoli in 1958 was 5 percent below 1957 because of reductions in Texas and South Carolina. However, the acreage in the Lower Valley of Texas was about the same as in 1957, and there was an acreage increase in Arizona. The mid-December freeze caused some acreage loss in Texas, and the group total acreage for harvest was 15 percent less than in 1957. Unfavorably cool and wet weather during December and January lowered yields in South Carolina and delayed crops in Texas. Weather in Arizona was favorable. The group average yield was 6 percent below average. Production was 15 percent less than in 1957, and about half the 1952-56 average. Harvesting was delayed by adverse weather and prices were at fairly high levels by the third week of December. Prices were low early in January but increased steadily until late March as movement continued less than last year. Shipments from California, which competes strongly, were less than in 1957. The season average price was well above average and higher than the low prices received in 1957. Frozen stocks of broccoli in 1958 were smaller than the heavy supplies of 1957. Stocks are not expected to be excessive in 1959.

1959 Guide: The 1959 guide is a planted acreage equal to that in 1958. Such an acreage with no abandonment and 1953-57 average yields will result in a production 18 percent more than in 1958 but 30 percent less than the 1952-56 average.

1959 Acreage-Marketing Guides
Winter Vegetables

Cabbage

(Florida, Texas, Arizona, and California)

Year	Acreage Planted (acres)	Yield For Harvest (cwt.)	Production Per Acre (1,000 cwt.)	Price (\$ per cwt.)	Value (\$1,000 cwt.)
------	-------------------------------	--------------------------------	--	---------------------------	----------------------------

1959 Acreage Guide and

Probable Production

(planted acreage 5 percent
less than in 1958) 37,400

1/ 161

5,841

Background Statistics

1958 Prel.	39,400	37,900	163	6,161	2.82	17,379
1957	33,400	30,600	156	4,786	2.31	11,078
1952-56 Average	41,420	40,480	163	2/ 6,598	1.81	10,533
1947-51 "	53,760	49,280	145	2/ 7,044	1.89	11,386

1/ 1953-57 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 408 in 1947, 476 in 1948, 1,037 in 1949, 1,912 in 1950, 1,014 in 1951, 274 in 1952, 2,270 in 1953, 1,257 in 1954, 152 in 1955 and 268 in 1956.

Comparisons and Comments: The total 1958 planted acreage was 18 percent above the low level in 1957. Most of the increase occurred in Florida and Texas where unfavorable weather in 1957 had sharply curtailed acreage. However, the Texas acreage continued below average. If weather conditions had been favorable during the 1958 season, supplies probably would have been excessive. However, numerous freezes and rain in Florida caused some acreage losses and sharply lowered yields. In Texas, the crop was damaged by the December freeze and January floods. The Arizona and California crops were the only ones which experienced favorable conditions. In total, 1958 production was 29 percent larger than the small 1957 crop but 7 percent below the 1952-56 average. Shipping began in late November with moderate volume by early January. Prices for good quality cabbage ranged from moderate to high levels throughout the season. Season average prices were considerably above the high levels in 1957 in all states. In planning their 1959 acreages, growers should realize the favorable prices which prevailed in 1958 were largely the result of unfavorable weather distorting normal marketing schedules.

1959 Guide: The 1959 guide is a planted acreage 5 percent less than in 1958. Such an acreage with a normal abandonment of 3 percent and a 1953-57 average yield will result in a production 5 percent below 1958 and 11 percent below the 1952-56 average.

1959 Acreage-Marketing Guides
Winter Vegetables

Carrots

(Arizona, California and Texas)

Year	Acreage Planted: (acres)	Yield For Harvest: (cwt.)	Production: Per Acre (1,000 cwt.)	Price (\$ per cwt.)	Value (\$1,000 cwt.)
1959 Acreage Guide and Probable Production (see 1959 guide be- low)	29,100	1/ 142	4,136		

Background Statistics

1958 Prel.	27,050	26,050	182	4,747	2.86	13,577
1957	30,600	30,600	142	4,335	2.07	8,961
1952-56 Average	37,410	36,970	133	2/ 4,898	2.77	13,384
1947-51 "	42,840	42,430	122	2/ 5,109	3.05	15,147

1/ 1954-58 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 378 in 1949, 231 in 1950, 56 in 1953, 56 in 1954 and 116 in 1955.

Comparisons and Comments: Total 1958 planted acreage was 12 percent below 1957, with sharp reductions in Texas and California. Arizona acreage was up slightly. The cut-back in Texas was the result of anticipated water shortages early in the planting season. The reduction in California reflected unfavorable markets in recent years. Yields were high and total production was 10 percent above 1957 but 3 percent below the 1952-56 average. Shipments were light from early December through mid-February and prices were high. However, in late February, shipments from Texas became heavy and prices dropped. Low prices prevailed from early March through most of May. California and Arizona shipped a relatively large portion of their crops at fairly high prices early in the season and season average prices were high. The season average price in Texas was moderate. Marketing difficulties during the latter portion of the season largely reflected a distorted harvest pattern. With average yields and a more even pattern of harvest in 1959, Texas growers probably could market profitably the production from a larger acreage. No increase is warranted in California or Arizona because of the freight rate disadvantage in those states compared with Texas.

1959 Guide: The 1959 guide is a planted acreage in Texas 10 percent more than in 1958 and planted acreages equal to 1958 in California and Arizona. Such acreages, with no abandonment and 1954-58 average yields by states, will result in a production 13 percent below 1958 and 16 percent below the 1952-56 average.

1959 Acreage-Marketing Guides
Winter Vegetables

Cauliflower

(Florida and Texas)

Year	Acreage Planted: (acres)	Yield For Harvest: (cwt.)	Production: (1,000 cwt.)	Price (\$ per cwt.)	Value (\$1,000) cwt.)
1959 Acreage Guide and Probable Production					
(planted acreage 20 percent more than in 1958)					
	5,900	1/ 97	555		
<u>Background Statistics</u>					
1958 Prel.	4,900	4,700	80	378	5.80 2,193
1957	8,020	7,720	93	717	4.04 2,895
1952-56 Average	5,128	5,068	100	505	4.54 2,286
1947-51 "	3,860	3,710	97	359	4.45 1,583
1/ 1953-57 average yield.					

Comparisons and Comments: For the first time since 1951, the planted acreage of winter cauliflower was less than in the previous year, principally because of a reduction in Texas. Acreages in Florida and Arizona also were reduced. Total acreage planted was 39 percent less than in 1957 and 4 percent less than the 1952-56 average. Severe weather in Florida with periods of low temperatures and heavy rains caused acreage losses and reduced yields and quality considerably. In Texas, warm wet weather in December advanced the crop too fast and lowered yields. The total acreage for harvest was one-third less than in 1957 and 7 percent less than the 1952-56 average. Yields averaged 14 percent less than in 1957 and production was only slightly more than half the 1957 output. With movement less than normal, prices advanced to fairly high levels in December and remained high during January. Shipments from the California early spring crop increased substantially by mid-February and prices declined moderately. Largest volume supplies from Texas came early in January. Most of Florida's production moved to local markets at favorable prices. The group season average price was higher than in 1957 and above average. Stocks of frozen Cauliflower in 1958 were fairly heavy. Stocks are expected to be smaller in the winter of 1959.

1959 Guide: The 1959 guide is a planted acreage 20 percent more than in 1958. Such an acreage with a normal abandonment of 3 percent and a 1953-57 average yield will result in a production 47 percent more than in 1958 and 10 percent more than the 1952-56 average.

1959 Acreage-Marketing Guides
Winter Vegetables

Celery

(Arizona, California and Florida)

Year	Acreage		Yield			
	Planted:	For Harvest:	Per Acre	Production:	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1959 Acreage Guide and Probable Production (see 1959 guide below)	10,300		1/ 449	4,573		
Background Statistics						
1958 Prel.	12,000	11,600	419	4,860	4.53	22,005
1957	10,390	9,990	445	4,442	4.29	19,074
1952-56 Average	10,106	10,032	455	2/ 4,556	3.39	15,333
1947-51 "	10,044	9,824	358	2/ 3,505	4.67	15,591

1/ 1955-58 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 322 in 1948, 79 in 1950, 91 in 1951, 54 in 1952, 53 in 1953, and 43 in 1954.

Comparisons and Comments: The 1958 harvested acreage was 16 percent more than in 1957 and was the largest since 1946. All states had significant increases in acreage. Record high yields were obtained in the West but record low yields in Florida. Intermittent freeze and rains severely damaged the Florida crop. This necessitated heavy stripping to make grade. Production was record high, 9 percent more than in 1957 and 7 percent above the 1952-56 average. Arizona production was 100 percent more than in 1957. Despite the large production, prices averaged almost record high, partly because of erratic development of the Florida crop and general light supplies of other winter vegetables. Florida carlot equivalent shipments to April 1 were 35 percent below the like period of 1957. However, rail-car loadings were increased and this partly offset the decrease in number of cars. Shipping point prices in the West strengthened as the season advanced and jumped sharply following rains in Florida. The Florida crop ran to small size stalks. The small sizes incurred price discounts during the first part of the marketing season, but sold for about as much as the large sizes in the latter part of the season.

1959 Guide: The 1959 guide is a planted acreage 15 percent less than in 1958 in California and Florida and equal to 1958 in Arizona. Such acreages with an abandonment of three percent in Florida and 1955-58 average yields by states will result in a production 6 percent less than in 1958, but slightly more than the 1952-56 average.

1959 Acreage-Marketing Guides
Winter Vegetables

Sweet Corn

(Florida)

Year	Acreage Planted: (acres)	Yield For Harvest: (cwt.)	Production: Per Acre (1,000 cwt.)	Price (\$ per cwt.)	Value (\$1,000 cwt.)
1959 Acreage Guide and Probable Production (planted acreage 10 percent more than in 1958)	12,100	1/ 75	681		

Background Statistics

1958 Prel.	11,000	2,700	35	94	7.80	733
1957	14,600	13,600	65	884	5.00	4,420
1952-56 Average	9,520	7,540	73	557	5.44	2,989

1/ 1953-57 average yield.

Comparisons and Comments: Florida's 1958 sweet corn plantings were one-fourth less than the record 1957 plantings. Approximately three-fourths of the crop was destroyed or damaged by freezing weather, heavy rains, and strong winds. Almost all acreage was lost in the Fort Myers and Everglades areas. Surviving fields were in the Pompano and Dade County areas. Yield per acre was 50 percent of average. Production was only 11 percent as much as the record 1957 crop. The light supplies sold at almost record-high prices. Fairly heavy supplies of processed corn were available to markets during the winter. Storage holdings of frozen corn in the first three months of 1958 were 13 percent higher than in the like period of 1957, and supplies of canned sweet corn were up about 3 percent. Planted acreage of sweet corn for processing in 1958 is indicated to be 13 percent less than in 1957.

1959 Guide: The 1959 guide is a planted acreage 10 percent more than in 1958. Such an acreage with an average abandonment of 25 percent and 1953-57 average yields will result in a production about 7 times greater than in 1958, but 23 percent less than in 1957 and 22 percent more than the 1952-56 average.

1959 Acreage-Marketing Guides
Winter Vegetables

Cucumbers

(Florida)

Year	Acreage Planted: (acres)	Yield For Harvest: (cwt.)	Production: Per Acre (1,000 cwt.)	Price (\$ per cwt.)	Value (\$1,000) cwt.)
1959 Acreage Guide and Probable Production					
(planted acreage 10 percent above 1958)					
	3,000	1/ 66	166		
<u>Background Statistics</u>					
1958 Prel.	2,700	0	0	0	0
1957	3,300	2,600	85	221	8.10 1,790
1952-56 Average	2,700	2,020	66	132	10.28 1,366
1947-51 "	2,200	1,250	68	2/ 100	12.19 825

1/ 1952-56 average yield.

2/ Includes 11,000 cwt. not marketed in 1948 and excluded in computing
value.

Comparisons and Comments: The 1958 Florida winter season cucumber crop was wiped out by disastrous weather. Plantings for early winter harvest were killed by the mid-December freeze. The acreage for late season harvest was damaged by the late December and early January rains, then killed by the February freeze. All shipments out of Florida during the 1958 winter months were re-packs of imported cucumbers from Cuba. Total imports during the season amounted to about 278 million pounds compared with 342 million pounds in the 1957 season. The planted acreage of winter season cucumbers has varied considerably since 1950 but has shown no definite trend. Plantings averaged slightly over 2,800 acres during the 1950-58 period. The crop is highly susceptible to adverse weather and acreage losses frequently are extensive. Per-unit prices to growers usually are high but gross returns are extremely variable because of the wide variation in acreage harvested and yields. With favorable weather in 1959, growers should be able to market profitably the production from a planted acreage moderately larger than in 1958.

1959 Guide: The 1959 guide is a planted acreage 10 percent larger than in 1958. Such an acreage, with a normal abandonment of 16 percent and a 1952-56 average yield will result in a production 26 percent above the 1952-56 average but 25 percent less than in 1957.

1959 Acreage-Marketing Guides
Winter Vegetables

Escarole

(Florida)

Year	Acreage Planted: (acres)	Yield For Harvest: (cwt.)	Production Per Acre: (1,000 cwt.)	Price (\$ per cwt.)	Value (\$1,000) cwt.)
------	--------------------------------	---------------------------------	---	---------------------------	-----------------------------

1959 Acreage Guide and

Probable Production

(planted acreage 15 percent
below 1958) 5,800

1/ 126

650

Background Statistics

1958 Prel.	6,800	5,500	110	605	6.20	3,751
1957	6,700	5,700	110	627	4.65	2,916
1952-56 Average	5,140	4,540	129	2/ 588	4.56	2,511
1947-51 "	3,870	3,420	114	2/ 396	4.92	1,629

1/ 1953-57 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 64 in 1948, 14 in 1949, 75 in 1950, 161 in 1951, 48 in 1952, 104 in 1954, 21 in 1955 and 12 in 1956.

Comparisons and Comments: Production of escarole in 1958 was about 4 percent less than in 1957 but 3 percent above the 1952-56 average. Planted acreage has increased steadily since World War II, and in 1958 was 1 percent above 1957 and 75 percent above the 1947-51 average. Adverse weather caused considerable acreage loss and sharply lower yields. The average yield was equal to the low level in 1957 and was much below average. Shipments were relatively light throughout the winter months and prices were high. The demand for escarole has been expanding steadily during the past 10 years in conjunction with the increasing popularity of salad-type vegetables.

However, production has been expanding at a faster rate. In most years since 1947 prices have been low and considerable economic abandonment has occurred. If yields are more nearly average in 1959, an acreage moderately smaller than in 1958 should produce ample supplies to satisfy consumer requirements.

1959 Guide: The 1959 guide is a planted acreage 15 percent less than in 1958. Such an acreage with a normal abandonment of 11 percent and a 1953-57 average yield will result in a production 7 percent more than in 1958 and 11 percent above the 1952-56 average.

1959 Acreage-Marketing Guides
Winter Vegetables

Kale

(Virginia)

Year	Acreage Planted: (acres)	For Harvest: (cwt.)	Per Acre Production: (1,000 cwt.)	Price (\$ per cwt.)	Value (\$1,000 cwt.)
<u>1959 Acreage Guide and Probable Production</u>					
(planted acreage equal to 1958)	2,500		1/ 72	180	
<u>Background Statistics</u>					
1958 Prel.	2,500	2,500	65	162	5.70
1957	2,600	2,600	68	177	4.00
1952-56 Average	2,740	2,740	72	2/ 198	3.89
1947-51 "	2,740	2,720	72	196	3.89
					739

1/ 1952-56 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 35 in 1953 and 9 in 1954.

Comparisons and Comments: Production of winter season kale in 1958 was about 8 percent less than in 1957 and 18 percent below the 1952-56 average. The reduction reflected less acreage and much below-average yields. Crop prospects were favorable early in the season and harvest was in volume by early November. However, the mid-December freeze resulted in considerable damage, with yields and quality reduced. The cold weather in February caused further damage. Prices ranged from fairly low levels early in the season to very high levels in March. Market prices were low again in April as the season neared an end and ample supplies became available from other areas. The season average price was considerably above 1957 and the 1952-56 average. In recent years, Virginia growers have been able to market at moderate prices a production between 175 and 185 thousand hundredweight. If weather conditions are more favorable in 1959 and yields are about average, an acreage equal to 1958 should provide ample supplies.

1959 Guide: The 1959 guide is a planted acreage equal to 1958. Such an acreage with no abandonment and a 1952-56 average yield will result in a production 11 percent more than in 1958 but 9 percent less than the 1952-56 average.

1959 Acreage-Marketing Guides
Winter Vegetables

Lettuce

(Florida, Texas, Arizona and California)

Year	Acreage Planted: (acres)	Yield For Harvest: (cwt.)	Production: (1,000 cwt.)	Price (\$ per cwt.)	Value (\$1,000 cwt.)
1959 Acreage Guide and Probable Production (see 1959 guide below)	62,300	1/ 142	8,837		

Background Statistics

1958 Prel.	66,300	63,200	135	8,548	3.96	33,871
1957	68,400	66,900	131	8,757	4.24	37,089
1952-56 Average	64,600	64,240	141	2/ 9,042	3.97	35,584
1947-51 "	59,780	56,040	128	2/ 7,117	4.42	30,859

1/ 1952-56 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 22 in 1948, 598 in 1950, 61 in 1951 and 208 in 1956.

Comparisons and Comments: Early in the 1958 season, it appeared the winter lettuce crop would be very large, with increases over 1958 expected in all states. However, extensive weather damage occurred in Texas (from excessive rain) and Florida (from freezes). Growers in Arizona planted less acreage than originally indicated. In total, the 1958 crop was 2 percent smaller than in 1957 and 5 percent below the 1952-56 average. Prices showed the usual wide variation during the season. Prices were low in early November when an overlap occurred with marketing of the late fall crop in Arizona, and were low again in mid-February when rains resulted in relatively low quality. A brief period of high prices occurred in mid-March as shipments declined seasonally. For the season prices averaged below 1957. Limited supplies of other vegetables in Florida probably helped to avoid distress prices. For the last two seasons, growers in the Imperial Valley of California have planted unusually large acreages. However, they have been able to market their crop fairly successfully, largely because of unfavorable growing conditions in other areas. In planning the 1959 acreage, more normal growing conditions should be anticipated in these competing states.

1959 Guide: The 1959 guide is a planted acreage 10 percent below 1958 in California and planted acreages equal to 1958 in all other states. Such acreages with average abandonment and 1952-56 average yields by states will result in a 1959 production 3 percent more than in 1958 but 2 percent below the 1952-56 average.

1959 Acreage-Marketing Guides
Winter Vegetables

Green Peppers

(Florida)

Year	Acreage Planted (acres)	Yield For Harvest (cwt.)	Production Per Acre (1,000 cwt.)	Price (\$ per cwt.)	Value (\$1,000) cwt.)
1959 Acreage Guide and Probable Production					
(planted acreage 15 percent less than in 1958)	5,500	1/ 104	532		
Background Statistics					
1958 Prel.	6,500	4,000	35	140	37.30 5,222
1957	7,000	6,200	89	552	10.50 5,796
1952-56 Average	4,520	4,280	104	446	10.60 4,751
1947-51 "	3,440	3,180	104	2/ 326	11.20 3.512

1/ 1952-56 average yield.

2/ Includes 3,000 cwt. in 1948 not marketed and excluded in computing value.

Comparisons and Comments: The planted acreage for the 1958 winter season was 7 percent less than the large acreage in 1957. Weather conditions were unfavorable. The freeze of mid-December and the heavy rains that followed caused moderate damage. Continued cool, wet weather and high winds during January prevented recovery. Another freeze on February 4-5 was especially damaging to the crop in Pompano. Abandonment was unusually high, and the acreage for harvest was 35 percent less than in 1957 and 7 percent less than the 1952-56 average. Yields were much below average and production was 75 percent less than in 1957 and only about one-third of average. After the freeze in December, prices increased steadily to record high levels in late February as the volume of supplies available declined. Shipments increased moderately during March but prices remained comparatively high. Sizes were small-medium and quality poor-fair because of the adverse conditions. Distribution was limited but prices averaged much higher than in 1957 and average. Total returns were only slightly less than in recent years.

1959 Guide: The 1959 guide is a planted acreage 15 percent less than in 1958. Such an acreage with normal abandonment of 7 percent and a 1952-56 average yield will result in a production about 4 times larger than in 1958 but 4 percent less than in 1957 and 19 percent more than the 1952-56 average.

1959 Acreage-Marketing Guides
Winter Vegetables

Shallots

(Louisiana)

Year	Acreage Planted: (acres)	Yield For Harvest: (cwt.)	Production: Per Acre (1,000 cwt.)	Price (\$ per cwt.)	Value (\$1,000 cwt.)
1959 Acreage Guide and Probable Production (planted acreage equal to 1958)	2,300	1/ 28	64		

Background Statistics

1958 Prel.	2,300	2,000	23	46	6.20	285
1957	3,700	2,900	20	58	7.50	435
1952-56 Average	4,020	4,020	28	2/ 113	8.41	860
1947-51 "	2,820	2,820	25	70	8.20	572

1/ 1952-56 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 18 in 1955 and 12 in 1956.

Comparisons and Comments: The acreage of shallots for winter season harvest has declined sharply in recent years as growers have experienced considerable difficulty in controlling disease. The 1958 season was no exception. Planted acreage was about 38 percent less than in 1957 and 43 percent below the 1952-56 average. Disease, arising from excessive moisture and high humidity, resulted in an acreage loss of 13 percent. Yields also were very low. Production was 21 percent below 1957 and 59 percent below the 1952-56 average. Harvest began in mid-October and supplies were relatively light throughout the season. Market prices during the season were relatively low, reflecting to a large extent the generally poor quality of the crop. The season average price was below the low level in 1957 and much below average. Production and marketing problems in recent years indicate the possibilities of making a profit on the crop are rather limited. Until better disease prevention methods are developed, the crop should be considered highly speculative.

1959 Guide: The 1959 guide is a planted acreage equal to 1958. Such an acreage with no abandonment and a 1952-56 average yield will result in a production 39 percent more than in 1958 but 43 percent below the 1952-56 average.

1959 Acreage-Marketing Guides
Winter Vegetables

Spinach

(California, Texas and South Carolina)

Year	Acreage		Yield			
	Planted	For Harvest	Per Acre	Production	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000 cwt.)

1959 Acreage Guide and

Probable Production

(planted acreage equal to
1958) 14,200

1/ 50 682

Background Statistics

1958 Prel.	14,250	14,250	51	723	8.67	6,270
1957	13,250	13,250	51	671	7.12	4,776
1952-56 Average	17,770	15,820	45	2/ 711	6.99	4,906
1947-51 "	39,430	29,466	33	939	5.98	5,501

1/ 1955-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 26 in 1952 and 9 in 1953.

Comparisons and Comments: The long-time downward trend in winter season acreage was halted - at least temporarily - in 1958 when plantings in Texas were increased. Total planted acreage was 8 percent above 1957. Cold weather in South Carolina and excessive rains in California resulted in below-average yields in both states. In Texas, conditions generally were favorable, and yields were high. Total production was 8 percent larger than in 1957 and 2 percent above the 1952-56 average. Prices were relatively low early in the season as the first winter crop shipments overlapped the harvest of the fall crops. Prices improved rapidly in early December as competition declined seasonally, and reached fairly high levels by mid-month. Prices generally were moderate to high the remainder of the season. Delayed harvests of the following spring crops contributed to the high prices late in the season. Stocks of frozen spinach were very heavy during the early winter months. However, excessive rains in California held down freezers' operations, and by the end of the winter crop marketing season frozen supplies were only moderate. Current prospects indicate frozen supplies will be moderate most of the 1959 winter season.

1959 Guide: The 1959 guide is a planted acreage equal to 1958. Such an acreage with a normal abandonment of 4 percent and a 1955-58 average yield will result in a production 6 percent less than in the 1958 and 4 percent below the 1952-56 average.

1959 Acreage-Marketing Guides
Winter Vegetables

Tomatoes

(Florida)

Year	Acreage Planted: (acres)	Yield For Harvest: (cwt.)	Production: (1,000 cwt.)	Price (\$ per cwt.)	Value (\$1,000)
1959 Acreage Guide and Probable Production (planted acreage 5 percent below 1958)	21,400	1/ 117	2,379		

Background Statistics

1958 Prel.	22,500	14,500	45	652	12.60	822
1957	25,400	23,100	115	2,656	6.60	17,350
1952-56 Average	17,260	16,520	117	1,946	9.38	18,458
1947-51 "	13,800	11,580	84	1,018	11.08	10,558

1/ 1952-56 average yield.

Comparisons and Comments: Plantings for harvest during the 1958 winter months were second only to the record acreage in 1957 and were 30 percent more than the 1952-56 average. However, by the time adverse weather had taken its toll, supplies of marketable tomatoes were very limited. Production was only one-fourth as large as in 1957, and only one-third the 1952-56 average. In Dade County, which accounts for most of the winter season shipments, heavy rains in late December and early January resulted in extensive acreage losses and reduced yields and quality on the remaining acreage. Growers were not able to maintain effective spraying schedules. This led to an increase in disease problems. The crop was further damaged by the state-wide freeze in early February. Harvesting throughout the season was practically limited to a salvage operation. The light supplies of good quality tomatoes sold at extremely high prices. However, all growers suffered heavy financial losses during 1958. The high domestic prices attracted heavy imports from Cuba and Mexico. During the January-March period of 1958 imports from Cuba and Mexico were more than twice as large as in the same period of 1957. In 1959, an acreage slightly smaller than in 1958 should, with average yields, produce ample supplies.

1959 Guide: The 1959 guide is a planted acreage 5 percent less than in 1958. Such an acreage, with a normal abandonment of 5 percent and a 1952-56 average yield will result in a production 22 percent above the 1952-56 average.

1959 Acreage-Marketing Guides
Winter Potatoes

(California and Florida)

Year	Acreage		Yield		Production (1,000 cwt.)
	Planted (acres)	For Harvest	Per Acre (cwt.)		
<u>1959 Acreage Guide and Probable Production</u>					
(planted acreage 10 percent less than in 1958)	34,200		1/ 163		5,551
<u>Background Statistics</u>					
1958 Prel.	38,000	34,000	141		4,780
1957	46,000	44,000	154		2/ 6,790
1952-56 Average	26,020	25,800	163		5,146

1/ 1955-57 average yields in Florida and 1956-58 average yields in California.

2/ Includes 267,000 cwt. in Florida not harvested or not marketed.

Comparisons and Comments: Florida growers planted one-third less acreage than in 1957 and - because of acreage loss following freezing weather and heavy rains - harvested slightly more than half as much acreage as in 1957. In the Immokalee area approximately 3,600 acres were planted but harvestings totaled only 750 acres. Yields were about 50 percent of average. Production totaled 1.1 million cwt. compared with 3.2 million cwt. in 1957. The crop in the Ft. Myer area was harvested by early March. The marketing season in Dade County extended into May, about a month later than usual. Shipments by months were about one-third as much as in 1957. Cumulative shipments through March 1, 1958 totaled 1,765 carlot equivalents compared with 5,165 in the like period of 1957. Average prices received by Florida growers approximated \$5.00 per cwt., more than double those of 1957. The high prices partly offset the record-low production. California harvested an acreage equal to 1957 and produced a record crop of 3.7 million cwt., slightly more than in 1957 and 88 percent above the 1952-56 average. California harvest was slowed by heavy rains in February and March. About half the crop was dug by February 1 with harvest completed in late April. Prices received by California growers averaged about \$2.25 per hundredweight, near the level of 1957. Prices increased sharply in the latter part of the marketing season. Winter crop growers should gauge their 1959 production plans against the 1958 indicated fall crop acreage which is 7 percent more than in 1957.

1959 Guide: The 1959 guide is a planted acreage 10 percent less than in 1958. Such an acreage, with an abandonment of one percent in Florida and recent average yields by states, will result in a production 16 percent more than in 1958, but 18 percent less than in 1957 and 8 percent more than the 1952-56 average.

USDA LIBRARY
DIRECTOR
10-6-54
DIM